

EPISODE 201

[INTRODUCTION]

[00:00:10] AVH: Hey everybody, welcome to the Paleo Magazine Radio Podcast. Now, if you live somewhere that's cold in the winter like I do, I think you're going to appreciate this episode. I'm talking with Brian Richards, he's the founder of Sauna Space and they make a range of infrared sauna options for heat and light therapy including portable collapsible tents rather than you know, those big sort of phone booth style saunas, these are much smaller, easier to move and to put together and take down, it's kind of cool.

Even individual light panels for your desk which I am currently standing in front of as I speak, it's amazing, it's warm and it's nice and I love it. Brian found success in fixing his own brain fog and insomnia using infrared light. He decided to kind of play around with the idea and create his first sauna with his own hands with scavenged parts, I can't imagine, I'd blow myself up.

Now, he's making these offerings for the rest of us that are much fancier and prettier but I think they're still relatively accessible to the average person. They're beautifully design with safety in mind down to the last little consideration, like protecting users from EMF's, by using 100% grounded internal wiring.

He uses metal lamp guard cages to keep you from burning yourself, they're beautiful, they're very cool. We get into the science behind heat and light therapy and how near infrared light is unique and how you can incorporate this into your life to give you positive benefits for things like skin quality, insomnia, adrenal fatigue, even acute injury and muscle soreness.

It's worth noting here too that you may have noticed that infrared light is super-hot right now, no pun intended, in the health world. Even if it isn't something that you think you can incorporate daily or into your personal life, like a buy one for your home, there are more and more natural path clinics and gyms and spas and places like that that have these options.

If it's something that you are willing to, or interested in looking into and learning more about, I think it's becoming something that's a bit more accessible and I know I have recently made

some purchases myself. I have an infrared sauna for my home as well as this awesome little personal one, that I'm using right now and I am absolutely convinced that they work. But, you'll have to listen to this podcast to decide for yourself.

Before we get into it, just a reminder, to make sure that you're subscribed to paleo magazine radio so that you get all the episodes without having to hunt them down, without having to listen to me bug you to download them.

There are lots of ways to listen for free, you can get this on iTunes, Spotify, Google Play and Stitcher so you can get caught up on all the amazing episodes we've done already and you won't miss out on any of the awesome ones we have coming up. Get on that and now on to our interview with Brian from Sauna Space.

[INTERVIEW]

[0:03:07.4] AVH: All right brain, welcome to the podcast, thanks for being here.

[0:03:10.2] BR: Thank you for having me Ashley.

[0:03:12.0] AVH: Before we get started, I have to say, you and I were talking offline about how we have to start making these podcast video as well so people can see our faces and kind of – adds a little bit of a deeper layer of this podcasts and I agree, especially in this case because folks could see me standing at my standup desk with my Sauna Space infrared light and they'd be super jealous, it will be awesome. Unfortunately, they're just going to have to hear it from me but I'm pretty pumped to have this light and I think it's going to get me through the winter so I appreciate you, getting one of those over to me.

[0:03:45.0] BR: Awesome, yeah, everybody can see the product in all of its glory on saunaspace.com.

[0:03:49.8] AVH: Right, I will be posting about it on the Instagram as well because I'm just super pumped about it, especially since I'm like in the middle of the winter vortex deep freeze and I'm also just getting off a cold, so this is like exactly what I need to bring me back to health.

[0:04:05.0] BR: Yeah, absolutely, this is the ancestral human experience with light and that's what Sauna Space is, we bring the ancestral human experience with light. Which is with sunlight so full spectrum light, this is how ancestral humans heal themselves beyond eating an ancestral diet and kind of a paleo diet. There's a kind of a singular practice that we used to do every day, that was getting full spectrum light into every cell of our naked bodies, passively sweating and doing nervous system relaxation every day, that's how you put the cells in a state to repair, rejuvenate, heal and anti-age and repair themselves so that our cells are working perfectly.

When they are, we're detox and we toxin free, our bodies work perfectly, we are free of disease and certainly on the other hand, the source of all of our cell degradation, the source of all of our diseases nowadays is all this environmental toxic exposure but it's not just chemical in our food, it's also electromagnetic, EMF stress, from electrical devices, from Wi-Fi and cellular, it's also emotional stress and then there's flicker stress from LED's and fluorescent bulbs because they flicker 500 times a second. Then emotional stress as well.

Anything that keeps us in a stressful state in a fight or flight state is preventing us from repairing our body as we would normally do every day. Of course affecting our sleep which was my big problem, it was one of my biggest complaints and that got me into this, that got me to make my own sauna. I had a terrible insomnia and mind racing and my full body product that I have built for myself cured my insomnia in like three sessions.

It's very effective and it's really interesting that people love diagnosis, people love tests and what do I have, what's my problem, can I get a test for it? You have all these different tests and you're thousands, if not tens of thousands of diseases and acronyms for diseases. It's all just cell malfunctioning and if it's in the nerves, it's a nerve diseases, it's in the gut, it's a gut issue but it's all cell malfunctioning, if we can fix the building blocks of our body and this is how we do it, we find that we can ameliorate all of these things.

Everybody has a different problem but everybody comes to sauna space with the same solution. Full spectrum light, passive sweating, nervous system relaxation. So far as like a 20 minute way, a 20 minute session and getting the most bang for your buck out of that 20 minutes, it's definitely a full spectrum incandescent sauna, and what you have is our newer product, the

targeted product, the single light panel. That's the same concept, natural light therapy, heat therapy, allied together like we get it from the sun so light and natural form but in this case, we're not doing full body, we're not doing profuse sweating so it's not a deep detox but we are bringing really powerful relief locally.

We're doing like spot treatment, we're doing localized therapy for localized afflictions of any kind. So you're using that the office desk to reverse the damage from blue light from the screen that causes free radical formation and it's stressing us out but you can also use it for a sore ankle or neuropathy, gut pains, menstrual cramps and skin issues and everything under the sun. Any kind of local problem, you just put the stamp on it and do the single protocol, find relief, not to mention mood enhancement because that nervous system relaxation, this mitochondrial stimulation, also called light therapy, that's the part of the sunlight that makes you feel happy.

Totally happy light unlike, there's happy lights, they're called sad lamps so they're for seasonal affective disorder and for depression. Those lamps are usually fluorescent or LED based blue light. You got flicker stress, EMF stress and you have all those high energy damaging blue light that stimulates you but in the wrong way, it doesn't stimulate healing, it's damaging its so high energy. It's absolutely not the right way to go about it. The way to go about is to do infrared light is what's regenerative from the sun where the blue and the UV suffer killing us. Unfortunately, nowadays where you are in your office probably me in my office too, it's all blue light.

Fluorescent light and LED light is all blue light. We don't get enough of our ancestral infrared, the regenerative stuff and we get way too much damage in blue and then of course we don't passively sweat and we don't eat well, we don't eat our ancestral diet so we're all dead and dying and have disease even though we're the wealthiest country on earth and nobody knows what the problem is but this is the problem.

The solution is to get back to our roots.

[0:08:54.9] AVH: I like the idea of such a renewed focus on relieving stress and kind of down regulating and all of that stuff because that's something I think we as a nation are kind of bad at. I think that that's really important and I want to ask you a lot of questions, dig down into some of the benefits of the saunas but first, just for folks who may not be familiar with your company.

Talk a little bit about just the background, your background and how you came to kind of creating these saunas?

[0:09:25.1] BR: Sure. It starts out with my problems, I wanted a solution to my health problems, I had insomnia, mind racing, I had what I realized later was adrenal fatigue, a lot of senses related to adrenal fatigue.

Low energy, negativity, I also had really weird acne on my torso only on my torso so if you met me and I was in a good mood, think that guy was a really healthy guy but I didn't feel good on the inside even though I was young, I'm still young but I was just getting out of my college career and feeling terrible and the acne and the mind racing, I couldn't sleep well.

What do I do? The conventional doctors want to give me Accutane, and other pharmaceutical chemicals, I didn't like that approach, I wanted to address the root cause of all this. Through my research, I kept coming back to detoxification, the toxins a problem and I kept coming back to sauna and so I saw this concept, even though most saunas out there are far infrared saunas and they use these far infrared for emitters.

What we use here is totally different, we use the incandescent lamp. We get our light therapy and not just heat therapy like far infrared. It's the manmade oldest light technologies, the incandescent lamp. Sauna plans, to build a sauna with an incandescent lamp date back many decades.

This is the oldest man-made light technology, no one had come in and made a product based on it but all that to say that I'm a builder, I'm a tinkerer and I saw this solution, I figured, "Wow, I can build this myself and it might work for me," it seemed to be really good value, really high benefit, low risk.

Which is what we do with all things. Health is the same way. Health products are the same way, you do the same cost benefit analysis you do when you go and buy a T-shirt or buy a meal, you want a high benefit, low risk. I built my own because I'm a builder and a tinkerer and in three sessions right before bed, I cured my insomnia and I was like, "Woah, this is amazing, what is

going on here.” I didn’t understand any of the science then but I kept using it every day, more or less and after six or eight months, all of my symptoms ameliorated. My acne, my adrenal burnout, all of a sudden I woke back and I was like, “Wow, I feel less harass-able, I feel more energetic, more positive, more patient, less anxious, more able to look you in the eyes, better able to focus and concentrate on singular tasks and better ability to multi-task. Just all these things.

Such a force multiplier effect on my life that I can’t even quantify how transformed I am and all I did was sit on my lazy butt in this sauna and sit in front of heat lamps and sweat passively. What’s going on here?

Well, it turns out this is the most effective way to do detox, the most efficient way, the safest way, the least stressful way and yet there was no good product out there so I started to make one or two for friends and family and that was the start of it.

I started with a very simple concept and \$200 in my pocket and I had a really ugly, the early version of product was not nearly so beautiful or functional, the original one had clummy pipe and stuff in it but now fast forward to three or four years later, I’ve obsessively developed this product and iterated on it, it’s now a beautiful lifetime warranty product that it’s handmade here in Missouri. We have 15 or 16 employees now and our product catalogue is growing and we’re dealing with all the stuff, we’re dealing with EMF protection, we’re starting out with the best light technology that most closely mimics the sun for the best outcomes and we’re ensuring we’re shielded from EMF and we’re using very high powered allergenics and very thoughtful convenient design because we want all of it.

We want to be hyper allergenic, safe from EMF and we want something that looks sexy and is you know, easy to setup and pop up and collapse and that’s kind of Sauna Space in a nutshell.

[0:13:17.8] AVH: Yeah, right. You mentioned the design being very beautiful and that is something that is kind of important when it’s going to be sitting on your desk or wherever you have it in your house, it’s very pretty, how did you work on the design elements of it?

[0:13:30.9] BR: Well, some of it is confluence of just events and is really just a dogged effort of everyday looking at and saying, “Well, how can I make this better?” We didn’t originally had bass lit, we didn’t originally do any shielding or ground the guard so as I learned things, as soon as I hear about it, I say to myself, “Well wow, I would want that in my product so I’m going to put it in the product.” And since we make everything ourselves, it doesn’t take us nine months for china to change product design, we change it right here.

The product going forward, even before the marketing, the photography’s done, we’ve updated it. It’s just kind of a mentality of never being satisfied, always looking to improve it instead of just being saying okay, “That’s good enough,” no, it’s never good enough, it always needs to be better.

That’s how we operate and for example, that’s what we had, where we met at The Bullet Proof Conference, okay, prototype, EMF sanctuary where we’re not only protecting users from EMF’s from the products, we’re protecting users from all EMF’s coming in from WiFi and cellular all of the surrounding damaging electro smog is shielded from this new EMF sanctuary product that we will be releasing pretty soon so we’re definitely on the vanguard I think of doing saunas differently. Doing light therapy and heat therapy differently and of course, dealing with EMF’s which is one of those huge aspects of our environmental toxic exposure.

[0:14:58.2] AVH: Can you talk a little bit about exactly how and what technologies you’re incorporating that protect the user against EMF’s? You can talk as if we know what EMF’s are but still kind of in lay person’s terms for us.

[0:15:12.6] BR: Yeah, EMF’s, it’s very complicated, you know, with the quantum mechanical level but it can be understood very simply I think. EMF means two things. Electric force and magnetic force or field. We want to ensure we don’t experience the magnetic field or the electric field.

It’s a fundamental part of our universe, this electro magnetism. The problem is, when it comes from our manmade devices. Anything, any electrical device emits a magnetic field and milli gauss and an electric field and volts per meter and you can measure these things and what’s most important is that the user doesn’t experience that.

People know this about microwaves, you don't get too close to a microwave, the magnetic field, electric field that it puts out, goes out like 10 feet when it's on and so, these electric fields can jump through the air from the product and go into your body and they basically electrify you and they disrupt all of your electrical systems in your body which are everywhere.

Every mitochondria, the blood brain barrier, increasingly we're finding that the body is not mechanical at all. The body is electromagnetic. We're disturbing all of that by being under the influence of the electric and magnetic fields from our electrical devices and our Wi-Fi and our cellular.

That's kind of it in a nutshell. What do we do about it? Well, magnetic field, it's really not hard to shield it, you want to start out with the technology that's very low magnetic, radiant. An incandescent is, that's one of the beauties of incandescent, very low magnetic rating. You'll measure two milli gauss or less, directly on the lamp switch if you back out that grouse meter two or three inches from the switch, you don't measure anything, you're back to background.

You don't experience magnetic field at all from our product. That doesn't address electric field, what about electric field? Electric fields are much easier to manage, we block those with metal. You have e-shielded power chords or electrically shielded power chords, just have foil, have as metal foil wrapped in it that encases the wiring and it basically neutralizes all the electric fields to leak out.

That's what we've done in our products, all the way around but we have different solutions. The power cord is an e-shielded power cord and the wiring inside of the panel that you have has kind of a proprietary shielding system inside that shields all those electric fields and internal wiring.

Then the third EMF solution is the lamp cage guard. That guard is not just preventing you from touching the lamp and burn risk, it's actually grounded to the system grounding. It's what's called a Faraday cage. A Faraday cage is a volume or an area in space that electric fields can't go in or out of.

When we ground this lamp guard that surrounds the lightbulb, even the electric field that leaks out of the bulb itself, because there's electricity running through the filament, even that is neutralized. We're blocking the electric field and there's no magnetic field and yet all these full spectrum light can go through the guard and so we get all the benefits of the natural full spectrum light and we're not experiencing any EMF's from our device which is pretty incredible to bring in that key influence of the sun.

Get this natural form of light right here on your desk, right here in your home and not experience any of the EMF stuff from it.

[0:18:41.5] AVH: Got it. I'd love for you to break down because I think people are getting more interested in the use of saunas for recovery and health in general but I'd love for you to break down the difference between like a classic sauna that people are used to going into at their local gym which is the hot sauna and then the infrared sauna and then within that, the near and far because I know you mentioned the difference that a lot of saunas coming out right now are far infrared. What are the differences between near and far. If you could break that down for us?

[0:19:13.0] BR: Yeah, people think about saunas, they're all great in getting the body to sweat and that is the goal, when we talk about detoxification and the most awesome, efficient way to detoxify the body, that is passive sweating.

It's not active sweating, it's passive sweating. The question then becomes, well, how do we heat up the body? We can use a sweat lodge or a hot tub or far infrared sauna or a near infrared sauna. All we need to do is raise our core temperature like three degrees for a couple of minutes and we get the detox response of the cells and then we get the skin sweating and so the toxin's coming out of the cells go right out the skin in the least stressful fashion.

With any of these heat shock therapy, we achieve that results, then the question becomes, well, what's the best way to heat the body? That is near infrared with hot tubs, you are sitting in tap water that has a lot of chemicals in it. That's a problem with the wet, like a hot tub approach.

With a wet sauna, it's very high temperature and people find it to be draining and choking, it can be 180 degrees in there. It's not for anybody who is infirm or weak at all, a dry sauna is much

gentler which includes far infrared and the near infrared saunas. Now we kind of narrowed it down to far versus near infrared for just in terms of heat therapy. Just in terms of the detoxification aspect here. Why are we near infrared? Why is near infrared better than far infrared? There's nothing inherently wrong with far infrared, it just doesn't heat the body as efficiently as near, it has to deal with water absorption. So 100% of far infrared wavelengths, far infrared is a very low energy infrared.

100% of those wavelengths are absorbed by water. You have water everywhere in your body, the far infrared doesn't get in deep, it basically is always stopped by water so it's basically heating you conductively from the outside in.

Just like a wet sauna does. Near infrared light is higher energy and is at the start of the water absorption spectrum. Near infrared wavelengths are only partially absorbed by water. This kind of quantum mechanical stuff where basically, the near Infrared wavelengths are getting in deeper.

The near infrared light is heating you radiantly, as soon as you sit in a sauna space with your shirt off, the heat is immediately heating up your core liver cells, deep in your core where as in a wet sauna or a far infrared sauna, it's a conductive heating effect that were heating you from the outside in and it takes 20 minutes of that heat to get to the core.

If we're going to sit down and do a sauna session, let's use the most heat efficient method, number one, that is near infrared, that is the incandescent lamp. That's why farmers use these to heat their chickens. This is also called a chicken coop lamp.

This is the most efficient way on earth to heat biological tissue. For that reason alone, near infrared is better but there's another reason for near infrared is better. We call this a near infrared sauna to distinguish ourselves from far infrared saunas.

What this is in fact, the sauna space is an incandescent based full spectrum sauna. We get a full spectrum form of light just like the sun but just a little cooler. We don't get any blue or UV like the sun but we get the full complement of red and near infrared, mid infrared and then a little bit of far infrared as well.

The primary mission of our incandescent bulb is in this near infrared band, this high energy infrared. We call in near infrared but what's special about near infrared more than the better heat, the better penetration with the thermal wavelengths at the far end of the near infrared spectrum.

We have the very high energy near infrared and red light, does mitochondrial stimulation. It does light therapy. Here we have light activating a biological system and we see a boost metabolism, it promotes base of dilation and indirectly, the mitochondrial functions, they're incredible. Inflammatory mediators so we reduce cell inflammation, we have anti-aging effects where we repair the genes, we have regenerative effects. We have all these awesome healing effects that occur just by shining 600 to a thousand nanometer wavelengths on the cells, on the mitochondria which we have every cell in the body.

To kind of sum it up, with using an incandescent sauna, near infrared sauna, we get the full benefit of sunlight. We get light therapy and heat therapy and the natural alliance with a far infrared sauna, we only get the heat therapy.

Which is good but that's only half of what we're supposed to get from the sun, the ancestral experience is you get light and heat together. That's the difference between near infrared far infrared saunas and I should also say that there are some far infrared saunas that are called three in one saunas or full spectrum infrared saunas and they're still far infrared sauna but they add in a little pathetic bank of red or near infrared LED's to provide the light therapy.

But it's ineffectual, you have Flickers Shoes, Valley Beads, it's monochromatic. It's not the full compliment of life therapy band, it's not full body. I don't think it's fair to call it full structure. What it is, is it is composite. They're taking to and through your technologies and trying to recreate the shape and form of light we get from the sun which you already get from incandescent lamp. So it's kind of like why not use the correct technology just to start out.

But there is a lot of design issues that I touched on earlier. Nobody had been using this before so all of my product designs on house all over hardware and how we brought it all together, that was Sauna Space that figure that out to make it a nice consumer product that's safe and friendly

and so forth. So we think that this is a better way to approach sauna. We heat up the body better, we get natural light therapy in a natural form and then the third reason is EMFs.

We are shielded as we very discussed, that is the problem with far infrared saunas. They use far infrared emitters, ceramic emitters or they use far infrared carbon panels. These two far infrared emitter technologies are very high EMF both magnetic and electric and it becomes a problem because then you are using a device that is introducing electric field stress on the body.

Nervous system stresses on the body, you do not want them on a sauna, my God, when you are trying to heal and you're trying to detox.

So serious problems with the far infrared products that we weren't aware of back in the day. So we went to far infrared emitters because they are much more efficient than wet saunas and wood fired saunas and we didn't know about EMS in the 50's and 60's and 70's but now, we're starting to realize these things and when you decide to take steps to address it like here you are the entire time, there was a better technology sitting on the shelf, the incandescent lamp. But it took some good design and other things to bring it to the market which is what we've done.

[0:25:53.4] AVH: Got it, okay so with regards to the smaller portable, the light panel that I have and if folks have one of these or interested in having one of these, in this case you are not going to get as much of that passive sweating necessarily right? Because you are not in an enclosed space, it's just sort of the one light but as you mentioned earlier in our chat, there is some sort of more localized or focused benefits to using a light like this.

Can you get into that a little bit more? Like I remember, I don't know but you probably know about this but Ben Greenfield who is a big bio hacker guy and he uses a lot of infrared light stuff and he was talking about how he puts it on his junk and how that has some benefits but people use it for like you said, improving their skin, clearing up their skin or if they have an acute injury, can you get into how people would use the smaller kind of more focused light?

[0:26:47.6] BR: Yeah sure, the focused light is for targeted relief of local issues, local sections, local symptoms. It doesn't replace the full body product. The full body product provokes the passive sweat, so the real deep detox but it is an [inaudible]. So the full body pocket sauna is a course on your health but in between your sauna sessions, you can use the single lap any part

of the body where you have a problem and you know Ben Greenfield might use it on his junk but other people might use it on wherever they have a problem.

Just joint pain, just the lower back pain, probably one of the number one complaints in America or the health complain is lower back pain because of how we work in our offices. You could use this on your lower back, 10 to 60 minutes per session up to 10 times a day at a one to two foot clearance and really get some relief but you can also use it if you sprain your ankle to accelerate wound and muscle healing. You can also use it when you are feeling down or feeling sad or you are feeling stressed out.

It will give some nervous system relaxation and of course, as you mention in the beginning, you are using it the way that I use it. I use that on my stand desk to counter out the damage from the blue light of the screen. So what do I use it for and how can I use it? You can use it anywhere on anything on any part of the body. There is a single amp protocol that is in the manual or on our website, you can download it and read it, it's very easy simple to use.

But what it's doing is it's activating healing systems there in every cell of the body. So it doesn't matter if it's the skin or the nerves or the gut or the bones or the sexual organs or the head or the brain, this light and heat go in there and they heal and they do it. It's not like it helps one or more or less here. It does have the same effect in all cells and all tissue types and all cells need it therefore. So yeah, you can use it anywhere for anything at any time.

Even if you are not using it in a targeted fashion like really up close and intense, you can also have it more than two feet away from you and just leave it on all day. Like in my house, I have six of these all around the house. So that's the lighting we use. I actually use only mostly red light when I have this on and I have these there and practitioners now use it during acupuncture or therapists are now using our single light panel just during therapy sessions where they are talking to people.

It's wonderful for just taking the edge off of the stressful way we work and we live with all the blue light, all the screen work, no sweating and a real toxic chemical environment and working at home just the way we are and everything is plastic, it's helpful. So the single light panel product is so portable, you can use it in the office, you can use it at home, take it anywhere with

you, it fits in a carry-on luggage, you can take it on a plane and just get this ancestral human experience of light, with full spectrum light into your life, as much as possible.

[0:29:47.0] AVH: Yeah, I know I have been using it a lot this week and I've noticed it's certainly helping my mood because like I said, we're in the depths of the very cold winter where I am and it totally improves my mood when I've had it on for about 20 minutes and I want to say that it is making my skin look better and maybe that's hopeful thinking because I've only been using it a few times but I feel like maybe it is like a rosy glow or something.

But I have been putting it mostly directed at my face and I feel like I am noticing a difference. So that's definitely something I am going to keep up but I guess you mentioned this a little bit earlier but it is hard to overdo it right? Like if you're putting it the appropriate distance from you and you're doing it maybe in chunks throughout the day, you're probably okay. But can you overdo it? Like if you have it always with you?

[0:30:34.0] BR: Yeah, that's the only issue here with the single light or the full body product is we want to go in and shock the cells with light and heat stimulus and then back off and let them do their intelligent healing and give them time to repair and take advantage of that healing stimulus and then come back and hit it again later. So the full body product you can use it, the maximum use it two one-hour sessions a day but you would build up to that. Most people start out with 20 minute session once a day. With the single light panel that you have, you can use it 12 to 24 inches from the body part, five to 60 minutes per session up to 10 times a day. So you can use it for 10 to 30 minutes every hour, all day long on that body part at one to two feet away and the only restriction in all of that is if we're doing the head or the throat, we only do 10 minutes per session.

[0:31:25.9] AVH: Okay.

[0:31:26.2] BR: But we can still do it at 10 times a day. So you are at the office and you have it shining on your head or your face at 12 to 24 inches away, you just do max 10 minutes and then take a break for an hour, more or less and then you can do more but if you back it away from you so it's farther away, you can just leave it on.

[0:31:43.4] AVH: Got it.

[0:31:44.0] BR: You don't want to overheat the head and it's the same thing with the sauna. You don't want to overheat the person, you want to heat shock them. You want to raise cell temperatures three degrees, get the healing response and then let the body do it's work. You don't want to heat the body out beyond 102 degrees. So it is definitely the safest darn way to do sauna on earth and definitely the most tolerable therefore the most accessible way to do light-heat therapies with the incandescent lamp and having it be shielded.

So if there ever was something that a sauna that somebody can use out there, this is it and design wise this is it and then of course, the single lamp everybody can use that and it's a great way to check out our products, see our quality, see our technology and how it feels different than a regular infrared sauna and just get you excited about using the full body product which really is the most dramatic experience, the most dramatic results of course are from the full body product.

[0:32:37.9] AVH: So with the full body sauna, if people are looking to use this in part to maximize recovery if they work out a lot, if they are athletes, if they are really looking to help with muscle soreness and recovery and that kind of thing, when is the best time to use the sauna around workouts? Like before workouts, after workouts, at the end of the day?

[0:32:59.5] BR: Yeah, great question. After work. So when you are working out, you're pushing yourself into fight or flight and the stress state for performance benefits and that's totally understandable but when you are done with your intense workout whatever type it is, you're very much in fight or flight. You're in sympathetic dominance, you're stressed out. So doing a sauna after the session is an amazing way to not just detox the lactic acid to improve the muscle recovery and just like the tissue and muscle recovery, it's also incredible for relaxing the nervous system.

To get you back into that relaxed nervous state that you're designed to sleep in. So especially if you are doing your gym workout after work and it's in the evening, you're absolutely need to get in your Sauna Space sauna after work to get your nervous system re-gearred for sleep and then for healing, you want to get right back out of that.

So you do this intense workout and then if you get out of sympathetic dominance and put yourself back into the parasympathetic, your body can maximally heal and recover and maximize the benefits of the workout, of the building of your strength and the building of the muscles and then all of these things that you're doing for the workout plus we see other benefits too. We didn't talk about it a whole lot because I think it is a little bit more well understood but there are incredible benefits to heat therapy.

It's not just light therapy here, there's heat therapy. You improve cognitive function over time, you increase your insulin sensitivity over time, you promote BE and production in the nerve cells and the brain so you will be able to see cognitive function effects. We see increase in longevity so people are living longer and healthier just doing heat therapy. So passive sweating with heat.

[0:34:51.5] AVH: Right, do these incandescent lights also help with Vitamin D production like the way I guess the sun lamp or do sun lamps even do that?

[0:35:00.5] BR: Great question, they do not. So Vitamin D production in the skin and stuff and the cells comes from UV light, ultra violet light. So that is the damaging component of sunlight, blue light and UV. UV is ionizing, so it's mutagenic. It damages our DNA. Blue light is not quite ionizing but it is so high energy and its right next to UV on the spectrum that it causes free radical formation. So these are the damaging wavelengths from the sun.

Yes, we do have some evolutionary adaptation to them. Blue light keeps us awake too. So normally when the sun sets we don't get any more blue light and our body begins to produce melatonin and we start to go to sleep or get ready for sleep. So the worst thing we can do is to have blue light sources after dark which we have with TV and cellphones and stuff but there's no question that even with some of those evolutionary adaptations, the high energy wavelengths from the sun are killing your cells. UV and blue, constantly but at least from the sun as UV and blue are killing you, your infrared is regenerating you. So what's really interesting here about the incandescent lamp is because it's a cooler incandescent light source from the sun, the temperature is lower on the filament, there is no UV or blue emitted. So we get the full complement of the regenerative red and the near infrared and thermal infrared wave lengths from the sun in a natural power curve.

But we don't get any UV or blue so we get all healing goodness from the sun and none of the problematic stuff.

[0:36:33.8] AVH: Got it, okay. All right, so lastly I like if you'd talk me through the full body sauna options that you have because I know and correct me if I am wrong but it seemed like you had something unique in that you could almost sort of customize the way you wanted a full body sauna to look and be laid out and there is almost like a tent sort of situation rather than like a more hard like phone booth kind of sauna, which I feel would be easier for people and maybe more convenient for people but if you can talk me through what those options are in terms of what the full body sauna.

[0:37:13.8] BR: Yes, of course. For those who haven't been to saunaspace.com or haven't seen Sauna Space before, our look, our feel, our product design is radically different. We are not some 400 pound big telephone booth cabinet. Our product is a portable cabana, it's a portable tent enclosure. So it's 60 pounds, it is really light weight. It sets up like a kid's toy on its own in a matter of minutes with no tools. It's super convenient and therefore obviously very collapsible.

So it's cabin set up and use it for daily use and convenient daily use but collapse it into the closet in a couple of minutes if you need it out of the way for a while or you need to transport it to your apartment. So it is very convenient and modern in terms of just design and that's our primary product. It's what we call our pocket sauna, it's our portable one to two person incandescent lamp sauna. It used a very special high power genie canvass that we make and a curtain on it.

So we have great heat retention but we have something that anyone could set up on their own even older folks with infirmities. They don't need handy man tools or anything like that and so that's the primary product that we sell that most people buy but we do have a couple of our full body options. We have a near infrared shower converter bundle. So it uses the same heart of our pocket sauna, our floor light near infrared panel and our Sauna Space stool and then it comes with a pedestal that you stand the light panel on because the light panel just stands up on its own. It's a cool design and it comes with these gigantic high power-genic shower curtain and shower rods that you'd install in your shower and it drops the ceiling and creates this fun

wall that basically boxes in the standard shower stall and makes it a sexy Sauna Space sauna. So that's a great option for people who just don't have room for the pocket sauna in their home.

They just don't have the room for it, you can take any bathroom stall like a full body bath and convert it in two minutes into a Sauna Space sauna.

[0:39:16.5] AVH: That is so cool. I just never get out of the shower though, that would be my problem with that one.

[0:39:21.7] BR: Yeah and the sauna does that to you, you just don't want to get out. The light is really very enjoyable. It's enjoyable and it feels great. So we have that for people who just can't fit the pocket sauna at home and then finally, for those of you out there that already have far infrared cabinet saunas and big telephone booth saunas, you can buy just our floor light panel and upgrade that inferior electric sauna or inferior far infrared sauna to full spectrum near infrared. To shield it full spectrum light heat therapy, it's just plug and play. The floor light panel just like the single light panel you have on your desk it stands up on its own. It also hangs on the wall like a portrait so you could just stand it on the bench in the far infrared cabinet sauna and you're good to go. You don't need to get our enclosures but our enclosure is much more convenient and portable and I dare say superior but no need to invest in that if you already have the cabinet and you already have a seat.

You just need the right light technology. So ours is plug and play into almost every cabinet sauna out there.

[0:40:28.2] AVH: I love that you offer options that are so mobile and easy and smaller because I feel like when I talk to people about these saunas which are becoming recently popular and people are very interested in them and they still see it as something that they do every once in a while when they go to their nature paths office or something special and not something that would be practical or reasonable for their homes and you are proving otherwise which is super exciting and I know that offline we talked a little bit about you offering a nice discount to our listeners if they want to check out some of your products.

[0:41:01.7] BR: Yeah, absolutely. We have a pretty special 10% off coupon code for the Paleo Magazine community. Do you want me to give you the code?

[0:41:10.6] AVH: Yes please.

[0:41:11.8] BR: All right, the code is “paleomag10” all together, paleomag with the number 10. So that’s active right now and anybody can use it for 10% off on anything they want to put in the cart, one time.

[0:41:26.3] AVH: Perfect. And our listeners, I highly recommend you take a look at this website and check them out and consider investing in yourself and getting some of this stuff because I am just getting into it myself and I don’t think it’s a placebo effect. I mean I have started using this near infrared and it’s made a massive difference for me because it’s funny you mention at the beginning of the call that one of your biggest issues was sleep because that is definitely one of my biggest issues.

And I’ve noticed using this at night, it’s really, really helping me come down and relax and that is huge because sleep is basically one of the most important parts of health and if you don’t have that it doesn’t matter how well you’re eating or how well you’re exercising. So this is something that I think reaches into every facet of health and wellness. It’s huge so I really appreciate you taking the time to chat with me about it and teach us about it and thank you for everything you’re doing.

[0:42:16.1] BR: Yeah, no. Thank you for having me on Ashleigh. I think your community will be really interested in this. There is a lot of science on saunaspace.com. If you want to get onto the research papers and get deep down at the cell level on what’s going on, so a lot of great information on there but yeah, that’s the long and short of it. It is not placebo, it just grows on you accumulatively overtime. You’ll find that as you continue to use it, you use it right before bed. Use it while you are just sitting or while you’re preparing for bed and try to remove the blue light sources.

So hopefully you don’t have fluorescent lighting or LED lights in your home or if you do, don’t use them after dark. Only use this and this will help you sleep better as it did for me. That was

my biggest complaint and certainly, you don't sleep well MS is up your entire day and the rest of your life and your health and you have reduced metabolic activity in your forebrain. You don't think well, you don't have good energy, your everything is messed up because you didn't sleep well and you didn't sleep well because you didn't relax your nervous system because you are all jacked up. So to sleep well, we need to relax your nervous system and this is such an easy way to do so.

[0:43:22.6] AVH: Right and it is just another good tool in the toolbox right? It's just another part of, like you said, that whole ancestral living lifestyle. There is the light and the sleep and the food and all of those come together and hopefully will make us all super human in 2018, we'll see.

[0:43:38.3] BR: Yeah, we'll see and we didn't get a chance to talk about it but it does come with an optional travel bag that is pretty cool for people.

[0:43:45.1] AVH: Right, yeah I got one of those which is awesome because now I have no excuse. I can bring it with me everywhere I go. That's a pretty cool value add and sort of a design thing that shows you guys don't really skimp on the details, right? Because that is something that other people wouldn't even consider. You get your light but it is great but how am I ever going to take it anywhere without –

[0:44:02.5] BR: Absolutely, the devil is in the details and I love the detail and you see that if you get my product. You'll see, I've tried to make everything perfect from the look and feel and the design to the functionality and the EMF stuff and beauty. All of these things are important so that is another detail, I think it is a pretty cool thing. It is optional but we hand saw and hand craft everything in here in house. So what you're holding is all made here with love in our shop in Missouri.

We don't have anything outsourced and you see the love and the quality of the product and the look and feel of it.

[0:44:37.0] AVH: That's awesome. Well thanks Brian, I appreciate your attention to detail. I appreciate you putting all these work into helping make us all healthier people. So thank you for

coming on and we'll have to get you on again sometime soon because I know we can do a whole other part two. So we have to do that at some point.

[0:44:53.3] BR: Yeah, we'll do a part two and we'll talk about the EMF sanctuary that we showcased at Bulletproof because it is releasing next month to the public and that takes EMF protection to a whole new level. So we'll talk about it on the next one.

[0:45:04.3] AVH: Great, all right sounds good. Thanks Brian.

[0:45:06.8] BR: Thanks Ashleigh.

[END OF INTERVIEW]

[0:45:12.1] AVH: All right everyone, thanks for listening. If you have any experience with saunas or infrared saunas as part of your own health and wellness routine whether it's a dry sauna at your gym or a fancy near infrared at your home, just reach out and tell me about your experience. So you can talk to me personally on Instagram @themusclemaven or @paleomagazine and I would love to hear how it's helping you so that's that.

Next week, we have a super fun episode. You may remember late last year, I was able to spend the entire day in New York City with EDM DJs and paleo lovers, Krewella. They are two sisters that are extremely musically talented but are also genuinely just being into healthy and taking care of themselves which is cool and they manage to eat paleo during their entire last tour despite living on a tour bus and being surrounded by junk food and booze all the time, it's pretty impressive.

So you should definitely check out the video we did together. It's on YouTube, you can go to Paleo Magazine's YouTube channel or just type Krewella and Paleo Magazine and then it would come up and yeah, you could see us do a workout, we go boxing, we stuff our faces with paleo brunch food, it was a pretty great day. So I decided to put the entire interview up on the podcast. You can hear more about how they stay healthy despite a very busy schedule and just learn more about the ladies themselves because they're awesome. So that's going to be next week and that's it for this week. Thank you for listening.

[OUTRO]

[0:46:32.8] AV: Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

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